



**Ads and Sales: A Study of Advertising and Selling from the  
 Standpoint of the New Principles of Scientific Management  
 Herbert Newton Casson**

This book is a treatise on advertising as it was in the United States in 1911.

"This book is the first attempt, as far as I know, to apply the principles of Scientific Management to the problems of Sales and Advertising.

"When we remember that the total advertising in the United States amounts to two million dollars a day, and that the total sales, in the home market alone, amount to one hundred millions a day, we can realize the tremendous importance of efficiency in the selling and advertising of goods.

"Too much of our work has fallen into ruts— into the easy ruts of habit and routine; and it is the purpose of this book to point out that there is a better way to do what we are doing." - Summary by TriciaG and from the preface

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